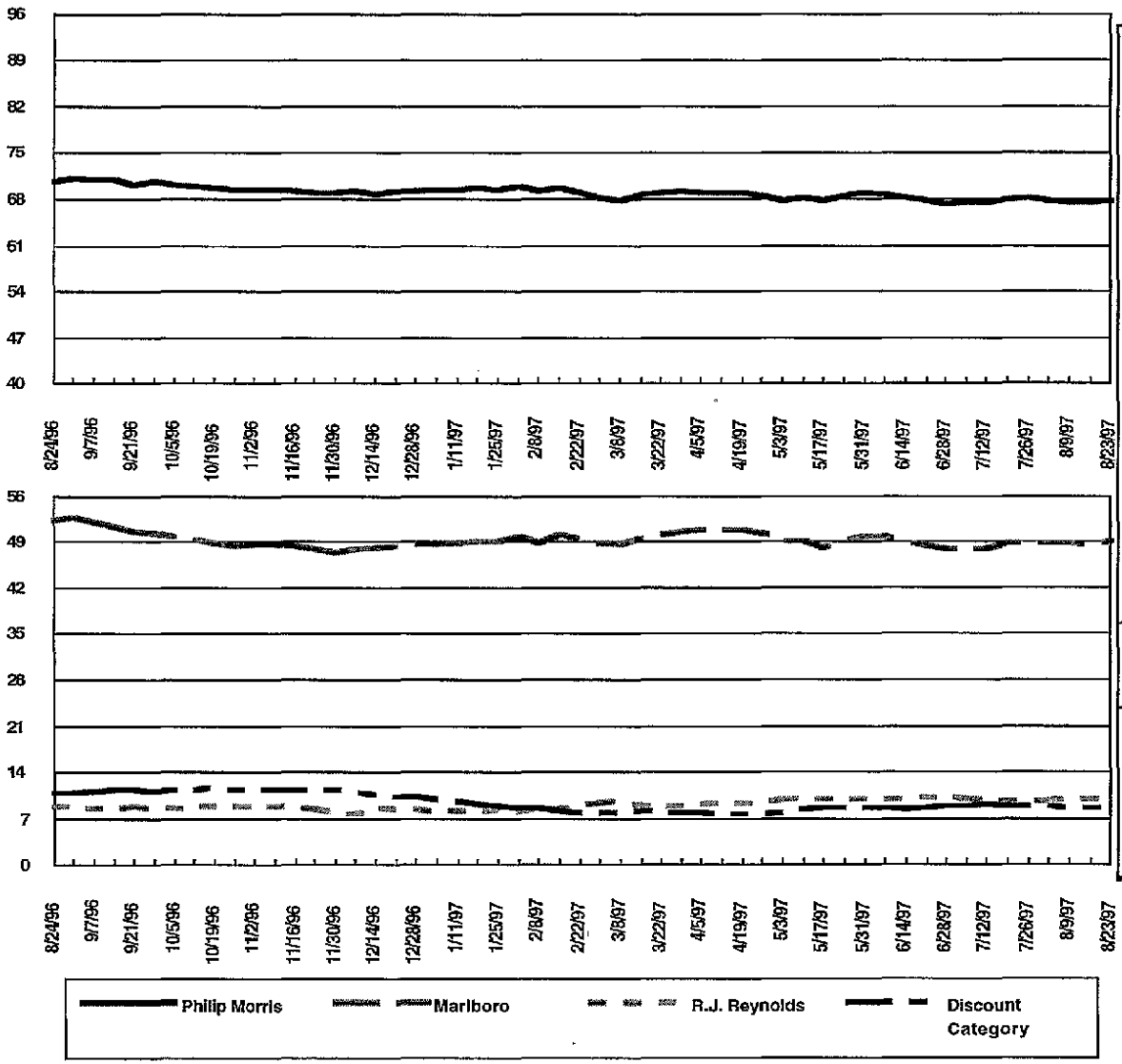
CIGARETTES CHEAPER (Region 4)
THROUGH W/E 8/23/97



	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	68.09	67.76	69.35	68.17	-1.18
Marlboro	49.14	49.08	49.05	49.26	0.21
OPB	14.19	14.15	14.11	14.08	-0.02
Basic	3.86	3.98	3.45	3.86	0.41
R. J. Reynolds	9.68	9.58	8.76	9.49	0.73
Camel	2.34	2.35	1.98	2.28	0.29
Winston	2.86	2.81	2.69	2.83	0.14
Doral	0.11	0.11	0.36	0.11	-0.25
B&W	11.63	11.91	11.28	11.77	0.49
GPC	0.61	0.58	0.91	0.58	-0.33
Lorillard	9.14	9.26	7.67	8.94	1.27
Newport	5.83	6.01	3.64	5.52	1.88
Liggett Group	0.19	0.00	1.50	0.39	-1.11
Premium	91.39	91.36	88.75	91.58	2.83
Private Label	1.10	1.07	2.74	1.08	-1.65
Avg Ind CPW	539.29	562.96		524.50	
Avg PM CPW	367.18	381.47		357.54	
Avg Marl CPW	264.99	276.30		258.36	
# of Stores	67	67		67	

Source: STARS Store Level Data
includes all stores

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Source: https://www.industrydocuments.ucsf.edu/docs/yxgy0004